

Module 23:

Outreach

Table of Contents

| | |
|-------------------------------------|----|
| Overview | 1 |
| Community Outreach..... | 2 |
| Using the Media..... | 4 |
| Contacting Community Agencies..... | 6 |
| Outreach Log..... | 10 |
| Summary | 12 |
| Glossary | 14 |
| Progress Check | 15 |
| Learning Activities | 18 |
| 1: Community Presentation..... | 19 |
| 2: Outreach Log..... | 20 |
| Progress Check Answers | 22 |

Overview

Introduction

This module will cover outreach: why outreach is important and how to conduct outreach.

Learning Objectives

After completing this module the CNW will be able to:

- explain why community outreach efforts are important to WIC
 - identify what types of organizations should be contacted
 - describe how to make a community contact
 - explain what is important to consider and include when describing WIC services to another agency
 - explain the purpose and use of an outreach log
 - describe WIC services in a clear and concise manner
-

Words that you may not know are **underlined. Definitions for these words can be found in the **Glossary** at the end of the module. (Note: Words are only underlined the first few times they appear in the text.)*

Community Outreach

Definition

Community outreach is increasing community awareness and knowledge of WIC services by distributing WIC information to:

- the public
 - community agencies
 - service providers
-

Purpose

The purpose of outreach is to bring in applicants to WIC.

Requirement

Local WIC agencies are required to conduct outreach to establish and maintain contacts with community organizations. Outreach should target organizations that serve:

- low-income pregnant, breastfeeding, and postpartum women
- low-income infants or children, especially foster children
- homeless individuals
- migrant farm workers (if the local agency is located in an agricultural area).

Local agencies are required to contact **at least yearly** the following organizations:

- health and medical organizations
 - hospitals and clinics (including migrant health clinics)
 - welfare offices
 - social service agencies and offices
 - homeless facilities and institutions
 - foster care agencies
 - protective service agencies
-

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Community Outreach (continued)

Importance

Ongoing community outreach is important to WIC.
Community outreach:

- directs potential participants to apply for WIC
 - increases community awareness about WIC services
 - keeps the community up-to-date on changes in WIC services
 - increase and maintains WIC referrals made by community agencies and/or service providers
-

Outreach Activities

Outreach activities may include:

- giving a presentation about WIC services to a community agency
 - talking about WIC with a community member
 - distributing information at community events
 - mailing a brochure/flyer that describes WIC services to local community programs that serve low-income people
 - displaying WIC posters in the waiting rooms of medical providers
 - developing and giving a public service announcement (PSA) to a radio or television station
 - arranging to have WIC information displayed on bus benches, billboards, and grocery bags
 - placing advertisements about WIC services in a local ethnic/cultural newspaper
 - distributing WIC promotional items (such as mugs or bibs that contain the WIC logo and the local agency's name and phone number) at health fairs or community events
-

Using the Media

Definition

Media usually means:

- radio
- television
- newspapers
- magazines

It can also include newsletters, billboards, and bus ads.

Requirement

A local agency shall make **at least one** media outreach contact each fiscal year.

The media contact shall inform the public of:

- the WIC Program's benefits
- participant eligibility criteria
- location of local agency site(s)

A local agency should:

- obtain WIC Branch approval prior to releasing any proposed publicity developed by the local agency
 - target high-priority individuals
 - provide outreach in the appropriate language(s) where a significant number or proportion are non-English or limited-English-speaking persons
 - document contacts with media representatives in the outreach log
-

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Using the Media (continued)

Establishing & Maintaining Media Relationships

Your agency has probably already established relationships with the media. To maintain a positive relationship with the media representatives:

- Mail out information regularly to keep the media representative up-to-date.
 - Identify a contact person for each media organization your agency may use.
 - Offer interviews and information in languages that the media representative can use.
-

Contacting Community Agencies

Community Agencies/Providers

Local agencies conduct ongoing outreach in their communities to educate community agencies/providers about the WIC Program.

Community Contacts

When conducting outreach to a community agency, your local agency may:

- contact the community agency to establish a relationship
 - prepare and give out a WIC Information Kit
 - give a presentation to staff of the community agency
 - send a follow-up letter to the community agency
-

WIC Information Kit

A WIC Information Kit is a packet of information that describes the services of the WIC Program and your local agency. When putting a kit together, your local agency will choose materials that will be most useful to the community agency it is targeting.

A WIC Information Kit may include:

- an introductory letter by the local WIC agency director
 - pamphlet about basic WIC services
 - a pamphlet listing the WIC foods
 - WIC referral forms
 - a WIC poster
 - a description of your agency's application procedures
 - a rolodex card with your local agency's name, contact person, address, phone, fax, and e-mail address
 - a list of local WIC sites
-

Contacting Community Agencies (continued)

Outreach Presentation

The WIC outreach presentation is the “talk” that is given to the community agency.

The information that is given will depend on:

- needs of the people attending the presentation
- amount of time for the presentation
- availability of audio-visual equipment
- number of people in the audience
- the audience’s knowledge of the WIC Program

The outreach presentation will usually cover the following:

- goals of the WIC Program
 - eligibility criteria
 - description of basic WIC services
 - description of special local WIC services
 - location of local WIC sites
 - how to refer people to the WIC Program
-

Sample Outline of an Outreach Presentation

The next 2 pages provide a sample outline of an outreach presentation. Use this outline as a guide.

You may wish to use a Facilitated Group Discussion (FGD) technique for your presentation. (See the module on Facilitation Skills for more information.)

Learning Activity 1

To learn more about how to do an outreach presentation you may want to try Learning Activity 1 found at the end of this module.

Contacting Community Agencies (continued)

Sample Outline

Audience_____ **Time:**_____

Objectives: At the end of the presentation, attendees will be able to:

- Identify the 4 requirements for WIC Program eligibility.
- Name the 3 services the WIC Program provides.
- Describe the referral process for the local WIC agency.

| Content | Method |
|--|---------|
| Introduction: Welcome. Good morning/afternoon/evening. My name is _____ and I work for the _____ WIC Program. I am here today to talk to you about what WIC can do for your clients/patients and how to refer them to our agency. | Lecture |
| What Is WIC: WIC stands for Women, Infants, and Children Supplemental Nutrition Program. WIC is a nutrition program that helps low-income pregnant or breastfeeding women, new mothers, and children under 5 years old who have a nutritional risk. | Lecture |
| WIC Today: <ul style="list-style-type: none"> • Operates in all 50 states, District of Columbia, Virgin Islands, Guam, Puerto Rico, and some overseas military bases. • In California, WIC services are provided in all 58 counties through approximately 80 WIC agencies. County, city, and local health jurisdictions and private non-profit agencies operate these WIC programs. • Valuable to the community: families, farmers, grocers, schools, etc. | Lecture |
| Goals of WIC: <i>The goals of the WIC program are to:</i> <ul style="list-style-type: none"> • decrease pregnancy problems; • reduce anemia in women, infants, and children; • reduce the number of low birth weight infants; • support the growth and development of infants and children; and • increase the number of breastfed infants. | Lecture |
| Eligibility: <i>A person is eligible for WIC if s/he:</i> <ul style="list-style-type: none"> • is pregnant, nursing, 6 months postpartum, an infant, or a child up to 5 years old, • has income that meets the WIC income guidelines, • lives in the agency's service area, and • has a nutritional need/risk. | Lecture |

Contacting Community Agencies (continued)

Sample Outline (continued)

| Content | Method |
|--|--|
| <p>WIC Program Services: WIC provides: (1) supplemental foods, (2) nutrition education, and (3) referrals. I will describe these 3 services.</p> <p>Supplemental Foods: WIC foods are intended to supplement the participant's diet (They do NOT meet all of the participant's daily requirements.) WIC foods are chosen to provide protein, Vitamins A & C, calcium, and iron. WIC foods include milk, eggs, cheese, juice, cereal, peanut butter, dried beans/peas, tuna, carrots, and infant formula. These foods are purchased at WIC authorized grocery stores with special checks called food instruments.</p> <p>Nutrition Education: WIC teaches parents and caretakers of infants & children about nutrition. Nutrition education is provided through individual or group sessions by trained staff.</p> <p>Breastfeeding Education & Support: WIC promotes breastfeeding as the first choice for infant feeding. Participants receive encouragement, education, and help with breastfeeding.</p> <p>Referrals: Local WIC programs make referrals to medical providers for pediatric and obstetric services. WIC also makes referrals to community services such as substance abuse treatment programs.</p> | <p>Lecture</p> <p>Video</p> <p>Overhead of Sample Food Instrument or Enlarged WIC Food Instrument</p> <p>Pamphlet or Pictures of WIC Foods</p> |
| <p>Local Agency Services: Our WIC agency, called _____ currently Is enrolling and targeting _____ We have staff that speak: _____ We have special services that include: _____ (such as evening or Saturday hours, support groups, etc.)</p> <p>(Provide a description of the agency's services.)</p> | <p>Lecture</p> <p>Local Agency Brochure or Flyer</p> |
| <p>Information Kit: This packet contains information you will need to refer someone to our agency. (Discuss the contents of the packet & how to refer someone to the WIC Program.)</p> | <p>Discussion</p> |
| <p>Story: The following story shows how a family in our community was helped by WIC. Share a story about a local family that was helped by WIC.)</p> | <p>Story Telling</p> |
| <p>Summary/Review: Let's go over some of the key points:</p> <ul style="list-style-type: none"> • What are the requirements for WIC eligibility? • What are the services WIC provides? • How does someone apply for WIC? | |
| <p>Questions & Answers: (Allow time to answer questions.)</p> | <p>Discussion</p> |

Outreach Log

Requirement

Local agencies are required to document outreach contacts in an outreach log.

Outreach Log

The outreach log should include the following:

- date of contact
 - name of staff person making contact
 - name, address, and telephone number of the organization contacted
 - type of contact (for example, “telephone contact”, “visit”, “correspondence”, “posters”, “newsletter”, etc.)
 - purpose of contact (for example, “to request referrals”, “to provide information”, “public service announcement”, etc.)
 - materials provided
 - outcome
-

Sample Outreach Log

Look at the sample outreach log on the next page. It shows how you might log outreach contacts.

Learning Activity 2

To learn more about how to log outreach contacts you may want to try **Learning Activity 2** found at the end of this module.

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Outreach Log (continued)

Sample Outreach Log

| Date & Staff Person | Contact Person/ Organization | Type of Contact | Purpose of Contact | Outcome |
|------------------------------|---|-----------------|--|---|
| 02/01/00 Sandi Wilson | Alice Caring Public Service Agency (PSA) 123 Service Avenue Our Town, AZ 99999 (999)999-9999 | Presentation | Inform PSA Staff of WIC Services | <ul style="list-style-type: none"> Distributed Information Kits & referral forms Set up block of appointments for PSA clients |
| 03/01/00 Rosa Garcia | Robert Jones Family Services Unit County Health Dept. 321 Health Street Our Town, AZ 99999 (999)999-9999 | Letter | Establish relationship With new Director | <ul style="list-style-type: none"> Invitation to present at Family Services Unit's next monthly staff meeting |
| 03/08/00 | Eloise Watson Our Town Daily News 123 Media Street Our Town, AZ 99999 (999)999-9999 | Phone Call | Inform public of local WIC agency's new service hours | <ul style="list-style-type: none"> Local WIC agency's new service hours listed in community services section of Our Town Daily News |

Summary

Community Outreach

Community outreach is getting WIC information out to the public, community agencies, and service providers.

Requirement

Local agencies are required to conduct outreach to establish and maintain contacts with community organizations.

Importance

Ongoing community outreach:

- encourages potential participants to apply for WIC
 - increases community up-to-date on changes in WIC services
 - increases and maintains WIC referrals made by community agencies/providers
-

Outreach Activities

Outreach activities may include:

- giving a presentation
 - talking about WIC with a community member
 - distributing WIC information
 - mailing out a brochure/flyer that describes WIC services
 - displaying WIC posters
 - developing and giving a public service announcement to a radio/television station
 - arranging to have WIC information displayed on bus benches, billboards, and grocery bags
 - advertising WIC services in a local newspaper
 - distributing WIC promotional items
-

Summary (continued)

Media Contacts

A local agency shall initiate at least one media outreach activity each fiscal year.

The media contact shall inform the public of:

- the WIC Program's benefits
- participant eligibility criteria
- location of local agency site(s)

A local agency should:

- obtain WIC Branch approval prior to releasing any proposed publicity developed by the local agency
 - target high-priority individuals
 - provide outreach in the appropriate language(s) where a significant number or proportion are non-English or limited-English-speaking persons
 - document media contacts in the outreach log
-

Community Contacts

When conducting outreach to a community agency, your local agency may:

- contact the community agency to establish a relationship
 - prepare and give out a WIC Information Kit
 - give a presentation to staff of the community agency
 - send a follow-up letter to the community agency
-

Glossary

community outreach – Community outreach is increasing community awareness and knowledge of WIC services by distributing WIC information to the public, community agencies, and service providers.

media – Media usually means radio, television, newspapers, and magazines. (It can also mean newsletters, billboards, and bus ads.)

outreach log - An outreach log is a document that lists information about an outreach contact. It usually lists when outreach was conducted, who was contacted, the type of contact, purpose of the contact, materials distributed, and the outcome of the contact.

WIC Information Kit – A WIC Information Kit is a packet of information, given to community organizations and service providers, that describes the services of the WIC Program and your local agency. (It may contain a pamphlet about basic WIC services, a pamphlet listing the WIC foods, WIC referral forms, a WIC poster, a description of your agency's application procedures, a rolodex card with your local agency's name, contact person, address, phone, fax, and e-mail address, and a list of local WIC sites.)

Progress Check

1. Mark the following as “TRUE” or “FALSE”.

_____ Community outreach is increasing community awareness and knowledge of WIC services by distributing WIC information to the public, community agencies, and service providers.

_____ Local agencies are not required to conduct outreach because the State WIC Branch handles all outreach for California.

_____ Outreach does not get potential participants to apply for WIC.

_____ Outreach helps increase or maintain WIC referrals made by community organizations.

2. Give 3 examples of an outreach activity.

1.

2.

3.

Progress Check (continued)

3. List 5 items that would probably be found in a WIC Information Kit.

4. Put a check mark (✓) before the items that would probably be found in a presentation to a community organization.

_____ a description of the WIC program

_____ a description of other food assistance programs

_____ how to make referrals to the local WIC agency

_____ details on how agencies void food instruments

_____ WIC program eligibility criteria

_____ opportunity for organization's members to ask questions

Progress Check (continued)

5. Fill in the outreach log below using the following information:

On October 12, 2000, WIC staff person, David Campbell called Healthy Babies, a new prenatal care program, welcoming them to the community and introducing the local agency's services. David talked with the director, Linda Wellspring. Linda welcomed the idea of a presentation and scheduled a presentation for November 7, 2000. The agency is located at 999 Kids Street in Globe, AZ 99999. Their phone number is 999-999-9999.

| Date & Staff Person | Contact Person/ Organization | Type of Contact | Purpose of Contact | Outcome |
|---------------------|---------------------------------|-----------------|--------------------|---------|
| | | | | |

Learning Activities

The following activities are included and are recommended for interactive learning:

- Learning Activity 1: Community Presentation
- Learning Activity 2: Outreach Log

Activity 1: Community Presentation

Learning Objectives

After completing this activity the CNW will be able to:

- prepare a community presentation.

Instructions

1. Using the sample outline provided in this module as a guide, prepare a community presentation.
 2. Your agency may have some samples available to you for review as well as an Information Kit. You may also want to watch the video “*Welcome to WIC*”; it may give you a good overview of the WIC program.
 3. Talk to your outreach coordinator, supervisor, or mentor if you need some help preparing the presentation. You may want to ask her/him to give you information about a typical outreach presentation for your agency (type of audience, length of time of the presentation, and materials distributed).
 4. Do a practice presentation if possible.
 5. Have your mentor or supervisor give you feedback about the presentation.
-

Activity 2: Outreach Log

Learning Objectives

After completing this activity the CNW will be able to:

- Locate and use the outreach log for her/his local agency and
- Log several outreach contacts for her/his local agency.

Instructions

1. Ask your mentor or supervisor to show you:
 - Where the outreach log for your agency is stored and
 - How to use this log.
 2. If possible, observe a co-worker entering outreach date into the log. If this is not possible, make a copy of a blank page of your agency's outreach log. Using the 3 situations that follow and the blank page, enter the outreach information.
 3. Talk to your supervisor or mentor if you need help.
 4. When you are finished, discuss any questions you have with your supervisor or mentor.
-

Activity 2: Outreach Log (Continued)

Situation 1:

Jason Chan is the outreach coordinator for your agency. On August 8, 2000 he wrote a letter to the local Teen Clinic Director, Mary Elliot. (The clinic serves many pregnant teens in your service area each year.) The Teen Clinic is located in your city at 543 Central Street. The phone number is 999-9999.

Jason wrote the letter to offer a presentation to the Teen Clinic staff. He will describe your local agency's services and coordinate enrolling pregnant teens into your agency.

Situation 2:

Manuel Garcia works for the Migrant Farmworkers' Rights Project (located at 757 Grantline road & phone number 999-9999). He called in May to request a presentation. Maria Espinosa does outreach for your local WIC agency. She provided a presentation explaining your agency's WIC services at a migrant farmworkers' meeting on June 6, 2000.

Situation 3:

Your local agency serves many women from the Vietnamese community. Thuy Nguyen does not usually do outreach for your local agency but she speaks Vietnamese and has been asked by your outreach coordinator to contact May Nguyen, director of the Southeast Asian Community Services Center. On May 24, 2000 Thuy calls May Nguyen and offers information about her local agency. May asks Thuy if she is available to present on May 30, 2000 at 3:00 pm. Thuy agrees. The Southeast Asian Community Services Center is located at 2222 Broadway Avenue in your city. The phone number is 999-9999.

Progress Check Answers

1. Mark the following as “TRUE” or “FALSE”.

TRUE

Community outreach is increasing community awareness and knowledge of WIC services by distributing WIC information to the public, community agencies, and service providers.

FALSE

Local agencies are not required to conduct outreach because the State WIC Branch handles all outreach for California.

FALSE

Outreach does not get potential participants to apply for WIC.

TRUE

Outreach helps increase or maintain WIC referrals made by community organizations.

2. Give 3 examples of an outreach activity.

Any 3 of the following could be given:

- ***giving a presentation about WIC services to a community agency,***
- ***talking about WIC with a community member,***
- ***distributing WIC information at community events,***
- ***mailing a brochure/flyer that describes WIC services to local community programs that serve low-income people,***
- ***displaying WIC posters in the waiting rooms of medical providers,***
- ***developing and giving a public service announcement (PSA) to a radio or television station,***
- ***arranging to have WIC information displayed on bus benches, billboards, and grocery bags,***
- ***advertising of WIC services in a local ethnic/cultural newspaper, and***
- ***distributing WIC promotional items (such as mugs or bibs that contain the WIC logo and the local agency's name and phone number) at health fairs or community events.***

Progress Check (continued)

3. List 5 items that would probably be found in a WIC Information Kit.

Any 5 of the following could be given:

- ***an introductory letter by the local WIC agency director,***
- ***a pamphlet about basic WIC services,***
- ***a pamphlet listing the WIC foods,***
- ***WIC referral forms,***
- ***a WIC poster,***
- ***a description of your agency's application procedures,***
- ***a rolodex card with your local agency's name, contact person, address, phone, fax, and e-mail address, and***
- ***a list of local WIC sites.***

4. Put a check mark (✓) before the items that would probably be found in a presentation to a community organization.

☒ a description of the WIC program

☐ a description of other food assistance programs

☒ how to make referrals to the local WIC agency

☐ details on how agencies void food instruments

☒ WIC program eligibility criteria

☒ opportunity for organization's members to ask questions

Progress Check (continued)

6. Fill in the outreach log below using the following information:

On October 12, 2000, WIC staff person, David Campbell called Healthy Babies, a new prenatal care program, welcoming them to the community and introducing the local agency's services. David talked with the director, Linda Wellspring. Linda welcomed the idea of a presentation and scheduled a presentation for November 7, 2000. The agency is located at 999 Kids Street in Anywhere , AZ 99999. Their phone number is 999-999-9999.

| Date & Staff Person | Contact Person/ Organization | Type of Contact | Purpose of Contact | Outcome |
|--------------------------------|--|-----------------|--|-----------------------------------|
| 10/12/00 David Campbell | Linda Wellspring Healthy Babies 999 Kid Street Anywhere, AZ 99999 916-999-9999 | Phone Call | Establish contact & introduce WIC services | November 7 presentation scheduled |